CROSS REFERENCE TO RELATED APPLICATIONS

[0001] The present application is a continuation-in-part and claims the benefit, under 35 U.S.C. .sctn. 120, of U.S. patent application Ser. No. 09/813,808, filed 22 Mar. 2001, and claims the benefit, under 35 U.S.C. .sctn. 119, of U.S. Provisional Patent Application Serial No. 60/224,351, filed 11 Aug. 2000, which are expressly incorporated fully herein by reference.

FIELD OF INVENTION

[0002] The Entertainment Concept Evaluation/Decision Matrix method primarily embodies assigned criteria and variable weight distribution components within the specifics of entertainment concept evaluation. A variable weight ratio is applied to public and expert survey results. A secondary or finer weight is applied independently to specific criteria which may include analytical statistics and attributable informational data. The field of entertainment concepts may include but are not limited to: TV or Movie Pilots, Film, Trailers, Treatments, Scripts, Storyboards, Animations, Video Games, Books, Audio Books, Short Stories, Flash or PowerPoint Presentations, Illustrator or Animated Presentations, Songs, Artists, Writers, Plays, Sketches, Casting, Internet Video, Disc Media Video, Music Tracks or Compositions, Music or Vocal Auditions, Talent Auditions, Spoken Word or Poetry, Subject or Commercial Product Auditions.

BACKGROUND OF THE INVENTION

[0003] The Internet breaks down old entertainment business practices and traditions every day. The Entertainment Concept Evaluation/Decision Matrix method combines proven entertainment business practice with the aggregation of critical new concepts through the use of the Internet and the application of an analytical approach.

SUMMARY OF THE INVENTION

[0004] The Entertainment Concept Evaluation/Decision Matrix method uses separate custom designed surveys and analytical methods applied to the survey results as a primary data source for an Automated Comparison Matrix (herein ACM). The ACM also uses a historical data input value from Entertainment Industry data sources, Publishing data sources, Internet archives and databases for comparison. Further research for a historical data input can also include attributes such as Internet interest or popularity, video clip views, keyword and search click thru statistics. Additionally the ACM uses research of copyright, trademark, domain name rights and any form of licensing rights as a possible input value. These steps result in a unique method for the application of a variable ratio of criteria weight at the individual data structure level allowing a secondary or finer weight to be applied with precision at the data structure criterion and baseline level. This application of weight distribution produces a tangible method of evaluating entertainment concepts prior to the concept achieving a true notoriety threshold or a viable sustained commercial product status.

DETAILED DESCRIPTION

[0005] Exercising the practice of keeping the Public Survey results separate from the Expert Survey results allows the use of a variable ratio between the two data structures. The built in variable ratio becomes a function of the process allowing independent and secondary weight assignment to be applied with accuracy to each separate data structure usable by the Automated Comparison Matrix. Other data structures include a Domain Name-Trade Mark-Licensing search value and a Baseline Value. The Automated Comparison Matrix process is designed for Expert Optimization and Survey Efficiency. Applicants anticipate a possible imbalance of volume Concept submission to the number of available Experts. The useful feature of initially using Expert opinion as 50%; and then allowing the public to re-sample and have greater input into the evaluation process; without the further need for Expert opinion; is a means of efficiently allowing Experts; through a custom designed user interface; to manage a substantial amount of survey evaluations with greater accuracy. This is achieved with a Survey Special Questions Value of more than one third. Applicants anticipate certain Concepts having a greater concentration of Expert availability to complete surveys as the popularity of a given Concept rises, receives advertising sponsorship or receives a high search statistic on the Internet.

AUTOMATED COMPARISON MATRIX

[0006] The Automated Comparison Matrix (herein ACM) process begins with a completed input of detailed Concept information. The ACM creates a new unique identifier for the Concept in the database. The Public Survey Value (herein PSV), the Expert Survey Value (herein ESV), the Survey Special Questions Value (herein SSQV) are assigned to data tables. When the survey algorithm completes the initial task of assigning a ratio to the PSV and ESV, the ACM enters the combined value into an option set. This option set includes values from the; Survey Algorithm, Search Algorithm, Comparison Algorithm, Domain Name-Trade Mark and Licensing search value (herein D/TM/L) and the Baseline Value. The following Example teaches the ACM process:
The ACM calls and runs the survey algorithm. The survey algorithm chooses a ratio from the data table for application to the PSV and ESV based on the SSQV. The PSV and ESV have a maximum total value of 9 with a maximum value of 4.5 each. The SSQV possible values are 0 to 3; zero or 1 are a 50/50 ratio. The survey algorithm has a default application of a 50/50 ratio until one of two things occurs: (a) SSQV equals 2 or 3, or (b) the Concept has been re-sampled and the SSQV equals 2 or 3. If the SSQV equals 2 or 3 then the survey algorithm applies 100% of the available PSV and ESV with a program tag that a ESV need not be present for future sampling unless the Concept Popular Vote (For) (herein PVF) is equal to or less than the Against (herein PVA) vote; as long as the PVF remains greater than the PVA; a completed ESV is no longer needed for re-sampling. A higher PSV is achieved in a re-sampling by adding the new difference to the previous or original sample total. A lower PSV is achieved by subtracting the difference. The PVF does not add or subtract from the PSV; substantial movement in the PVF within given category parameters can trigger a re-sample request.

In the following example; (a) and (b) are the same Concept.

Example Concept (a): PSV is 3, ESV is 2, SSQV is 3; $3 + 2 = 5$ Since SSQV was 3 on the first survey sample a ESV is not needed on the next sample. A primary value of 5 is entered into the ACM option set by the survey algorithm.

Example Concept re-sampling (b): a re-sample is triggered by a substantial upswing in PVF. The survey algorithm runs and the ACM checks the PSV. The PSV is now 4; the PSV difference between (a) and (b) is 1. The ACM adds this number to the previous value of 5 and the primary ACM survey value is now 6.

In the following example; (c) and (d) are the same Concept.

Example Concept (c): PSV is 2, ESV is 0, SSQV is 0, $2 + 0 = 2$ Since SSQV was 0 or 1 the survey algorithm adds a request in a data list for a ESV.

Example Concept re-sampling (d): PSV is 2, ESV is 1, SSQV is 1; $2 + 1 = 3$ Since SSQV was 1 the PSV cannot increase by way of re-sampling, and this Concept will need a substantial upswing in PVF to trigger a re-sample request. In a further scenario the PVF does not increase substantially over time and the Concept is modified and re-submitted; a new ACM process is started and the SSQV is 2. The Concept PSV can now re-sample and increase or decrease without an ESV.

Applicants anticipate the website display of exact SSQV percentages to the top 10% of Concept Evaluations that have sufficient Expert input. An example of this would be:

PSV is 4.2 out of possible 4.5 or 93.333 percent. ESV is 3.9 or 86.666 percent. SSQV is 3. (public can re-sample survey without ESV) The ACM option set has a data input from the comparison algorithm for a D/TM/L value of .4 out of a possible value of .5 or 80 %.

The baseline value is .3 out of a possible value of .5 or 60%. $4.2 + 3.9 + .4 + .3 = 8.8$

10 being 100% value. The ACM value is 88%. In a further scenario the ESV is consistently higher than the PSV and the SSQV is 3; since the SSQV is at its highest value the Expert can enter a assignment of the ESV to the PSV and the ACM can use the 8.1 PSV as its survey total.

If re-sampling has occurred after the assignment the Public accounted for 81%.

SURVEY SPECIAL QUESTIONS VALUE

[0007] As an Entertainment Concept is premiered or showcased on the website; popular vote statistics are recorded in the database. Increased votes for a concept (PVF); and willingness to complete a survey by the public over a period of time triggers a re-sampling of the survey. The period of elapsed time for re-sampling of a concept can be as short as a few days or as long as a year depending on the speed at which Public and Expert surveys can be completed. Re-sampling is a full evaluation program event and if SSQV values change; the ratio applied to the surveys changes accordingly. The SSQV includes determination factors; these factors include but are not limited to category dependant market and financial analysis. If no ESV is available, the concept can still be showcased by including the Initial PSV.

DOMAIN NAME, TRADE MARK AND LICENSING SEARCH VALUES

[0008] Domain, Trademark and Licensing search values. (herein D/TM/L)
The D/TM/L value is expressed in decimals or percentage and is a separate function. The D/TM/L has a value from .1 to .5 and is determined by category dependant criteria and weight. Each section of the D/TM/L has different weights given for the different categories. As example: the Comparison Algorithm may return zero for Trade Mark rights of a given book title Concept and return a value of .2 for Domain Name rights or ownership. The Comparison Algorithm may return .1 for License rights. The ACM will then combine the decimals for a total of .3 as a value.

ACM BASELINE COMPARISON

[0009] The Baseline value is expressed in decimals or percentage and is a separate function. The Comparison Algorithm can enter .1 to .5 of Baseline value in the ACM. Baseline Value is determined by category and criteria dependant search results of Entertainment Industry data sources, Publishing Industry data sources and Internet data sources. Specific attributes and activity are also aggregated if they fall within category criteria parameters.

ACM BASELINE VALUE EXAMPLE:

[0010] Example: a music, book or Internet audition Concept evaluation may not receive positive survey results. The survey algorithm may return zero. In the same instance Internet statistics may return a growing popularity value based on number of video views, audio file plays, comments or keyword clicks. The collection of a sustained interest value from Internet sources over a defined period of time can then be reported by the comparison algorithm as a positive historical value. The ACM can then use the historical data as a baseline value from .1 to .5 where the previous value was zero.

DETERMINATION FACTORS:

[0011] Survey questions and analysis thereof include determination factors. Such determination factors associated with said survey include: Judgment, Degree, Strength, Gradation, Extent, Sensitivity, Acuity, Perception or Insight. Further branched determination factors associated with said survey include financial analysis or forecast; market condition, market recommendation or placement.

TRUE NOTORIETY OR COMMERCIAL PRODUCT STATUS:

[0012] The Entertainment Concept Evaluation/Decision Matrix process is useful as a business decision component or as part of a solution model where the Concept sequence starts at conception; includes copyright verification; and through website promotion evolves into an entertainment product with possible equity participation or advertising value. The Entertainment Concept Evaluation/Decision Matrix process starts at; but is not limited to; a concept which exists prior to achieving a true notoriety threshold or a viable sustained commercial product status.

NEGATIVE VALUES

[0013] Unforeseen negative survey values or negative concept attributes may be used and reported by the ACM as a separate component value. This negative value is not subtracted from the positive integer scale unless it is deemed by a consensus of public and experts to be unavoidable. Public example of attributable negative concept opinion can be found in online posted text and social network user content.

ENTERTAINMENT CONCEPT EVALUATION/DECISION MATRIX AS A DECISION COMPONENT

[0014] ACM results are useful as an advanced informational decision component. The Decision Matrix process plays an important role in decision making of a concept investment or monetization.
ACM results are also useful as an advanced decision component for website advertising revenue.

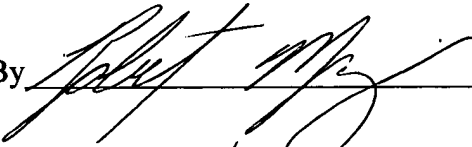## ENTERTAINMENT CONCEPT EVALUATION/DECISION MATRIX AS A COMMERCIAL INVESTMENT PRODUCT

[0015] Applicants business model is one of a initial packager and agent. The methods or processes contained herein have by design all of the available features of a newly formed investment product. Applicants anticipate many forms of sponsorship and investment in said concepts but do not claim the present application is a internet securities exchange engine; applicants reserve the right as common business practice to create physical as well as virtual assets. Said virtual assets include: contracts or agreements; licensable rights; traded advertising rights; or advanced agreement concept/product/promotion advertising rights. Said virtual assets also include the use of outside search advertising platforms for sponsors.

END STATEMENT:

[0016] Although the present invention has been described in connection with the preferred form of practicing it and modifications thereto, those of ordinary skill in the art will understand that many other modifications can be made to the present invention within the scope of the claims that follow. Accordingly, it is not intended that the scope of the invention in any way be limited by the above description, but instead be determined entirely by reference to the claims that follow.

Respectfully submitted,

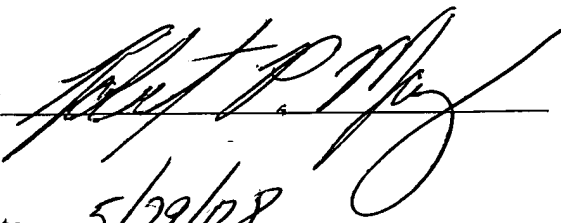Maerz, Robert; (Stone Harbor, NJ) ;

By _____

Date _5/29/08_____
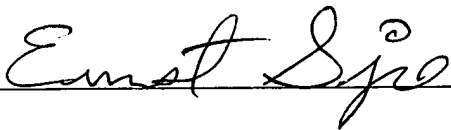

Sjo, Ernest; (Elmwood Park, Il) ;

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Date _____

Respectfully submitted,

Maerz, Robert; (Stone Harbor, NJ) ;

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Date 5/29/08

Sjo, Ernest; (Elmwood Park, Il) ;

By _____

Date 5-29-2008

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